

September 1, 2005

MEMORANDUM

To: Dr. Vermelle J. Johnson, Chairman, and Members, Committee on
Academic Affairs and Licensing

From: Dr. Gail M. Morrison, Director of Academic Affairs and Licensing

Consideration of Request to Amend License
South University, Savannah, GA, at Columbia
Associate in Graphic Design; B.S. in Graphic Design; B.S. in Criminal Justice

Summary

South University <<http://www.southuniversity.edu>> requests approval of an amendment to its license to offer programs leading to the Associate degree in Graphic Design, the B.S. degree in Graphic Design, and the B.S. degree in Criminal Justice at its Columbia campus to be implemented in January 2006.

South University of Carolina, Inc., a South Carolina corporation, is a 100% subsidiary and branch campus of South University, Inc., in Savannah, Georgia, and is owned by Education Management Corporation (EDMC), a Pennsylvania company. Other branches of South University are in Montgomery, Alabama, and West Palm Beach, Florida.

The Commission licenses South University to offer at the Columbia location programs leading to the Master of Arts degree in Professional Counseling, the Bachelor of Business Administration degree; the B.S. degree in Healthcare Management, Information Technology, and Legal Studies; the Associate degree in Accounting, Business Administration, Computer Information Systems, Information Technology, Medical Assisting, and Paralegal Studies; and a Certificate in Paralegal Studies.

South University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) to award associate's, bachelor's, master's and doctoral degrees. The proposed programs to be offered in Columbia are identical to the programs to be initiated in October 2005 at the Savannah campus.

The Columbia campus is housed in 21,000 square feet of classroom, administrative, and student services space located on a 2.25-acre site at 3810 Main Street in the Eau Claire community. The facility is adequate to support the current needs of the institution. However, the institution plans to relocate in the near future to a facility of more than 38,000 square feet. The new facility will support the additional classroom and studio space required for the new programs.

Tuition for students enrolled for 10-18 credit hours is \$3,695 per quarter and for 5-9 credit hours is \$2,895 per quarter. For students enrolled in less than five credits tuition is \$1495. Full-time students taking more than 18 credit hours per quarter are charged an additional \$250 per credit hour beyond the 18 hours.

To qualify for admission, an individual must have a high school diploma or GED and must score 830 or higher on the SAT I, 17 or higher on the ACT, score satisfactorily on the university-administered admissions examination, or meet the criteria established for acceptance as a transfer student. Applicants who score at least 660 on the SAT I or 14 on the ACT may be accepted under academic support conditions.

Faculty members must hold a master's degree with at least 18 graduate semester hours in the teaching discipline or a master's degree with a major in the teaching discipline. A terminally-credentialed full-time coordinator will be hired for each program.

Associate degree in Graphic Design; B.S. degree in Graphic Design

The didactic portion of the program will be conducted through traditional classroom instruction; the experiential component will incorporate the use of audio-visual and other instructional support to align realistic professional activities and didactic learning. Each course will meet for six classroom hours (two hours lecture and four hours lab) each week for 10 weeks. Students will be placed in studio production settings and will create finished projects. They will participate in weekly individual and group critiques from qualified graphic designers, program instructors, and peers. The officials at South University project enrolling 10-12 new students in the first year with modest growth thereafter.

The Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2004-05 Edition*, projects employment expectations for fields related to design as follows:

Desktop publishers: grow faster than the average
 Designers: grow about as fast as the average

Graphic Design Curricula Quarter Credit Hours	Associate	Bachelor
General Education: Strategies for Success, Composition I,II,III/Essay/Literature, Math Elective, Biology I, Public Speaking, Social Science Elective, Computer and Internet Literacy	36	
General Education: Biology II, Social Science Elective, Introduction to Philosophy and Logic, American Government,		16
Art Direction		4
Color Fundamentals	4	
Conceptual Imagery		4
Corporate Identity		4
Design: Fundamentals, 3D Fundamentals, Concept, Basic Web	16	
Design: Interactive Media, Collateral, Package, Editorial Publication Design, Marketing;		20
Digital: Image Manipulation, Layout, Illustration, Grid Systems	16	
Digital: Photography for Designers, Pre-Press, Portfolio		12
Drawing: Perspective, Observational, Illustration and Rapid Visualization	12	
Graphic: Symbolism, Professional Development for Graphic Design; Graphic Design History, Capstone		16
Mass Media Law		4
Portfolio I, II	2	2
Print Production		4
Typography I, II	4	4
Associate		90
Total Quarter Credit Hours	90	180

B.S. degree in Criminal Justice

The criminal justice program is designed to give students broad perspectives on the causes of crime and critical insights to the functions of the components of the criminal justice system. The program will prepare students to be practitioners in the criminal justice field and offers emphasis areas of study in juvenile justice, corrections, law enforcement, criminal investigation, and cyber crime.

Applicants will be advised that they must undergo a State Law Enforcement Division (SLED) investigation. Background qualifications for those employed in criminal justice fields vary by state, locale, or employer. Most probation officers and some correctional treatment specialists are required to complete a training program sponsored by the governmental oversight agency (state or federal). Most agencies require applicants to be at least 21 years old and, for federal employment, not older than 37. Those convicted of felonies may not be eligible for employment in criminal justice occupations.

Classes will be conducted in residence at the Columbia campus. The program includes an 11-week supervised field placement; students will be placed in community settings such as law enforcement, corrections, or the court system.

Officials of South University project enrolling into the criminal justice program 10-12 new students in the first year and 20-25 new students each year thereafter.

The Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2004-05 Edition*, projects employment expectations fields related to criminal justice as follows:

Probation officers and correctional treatment specialists: grow about as fast as the average
 Private detectives and investigators: grow faster than the average
 Paralegals and legal assistants: grow faster than the average
 Correctional officers: grow faster than the average
 Police and detectives: grow faster than the average

Criminal Justice Curriculum Quarter Credit Hours	CREDITS
General Education: Psychology; Composition I, II, III; Strategies for Success; Intermediate Algebra; American Government; Sociology; Biology I, II; Humanities Elective I, II; Public Speaking; College Math; Statistics	60
Introduction to Criminal Justice	4
Introduction to Law Enforcement	4
Introduction to Criminal Courts	4
Introduction to Corrections	4
Writing for Criminal Justice	4
Criminal Law	4
Criminology	4
Juvenile Justice System	4
Ethics in Criminal Justice	4
Comparative Criminal Justice Systems	4
Criminal Procedures	4
Criminal Justice Research Methods	4
Race, Class, and Gender in Criminal Justice	4
Criminal Justice Management and Administration	4
Law Enforcement Operations	4
Criminalistics I	4
Deviant Behavior	4
Civil Liability	4
Juvenile Delinquency	4
Victimology	4
Elective I, II, III, IV, V, VI, VII	28
Restorative Justice	4
Critical Issues in Criminal Justice	4
Internship in Criminal Justice System	4
Total Quarter Credit Hours	180

Recommendation

The staff suggests that the Committee commend favorably to the Commission an amendment to the license of South University to add the programs leading to the Associate degree in Graphic Design, the B.S. degree in Graphic Design, and the B.S. degree in Criminal Justice to be implemented in January 2006 at the Columbia site.